

The Ivy Network

BUSINESS ADDRESS
NEW HAVEN, CONNECTICUT

BOX 242-A YALE STATION

6 May 1948

Mr. Warren Simmons, Jr.
Station Manager WPRU
Princeton, New Jersey

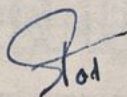
Dear Warren:

It is absolutely inconceivable to me that you have not so much as even bothered to do anything about the letters I have sent you concerning both the Commodore and Army recruiting accounts.

I had understood your present financial condition to be such that any advertising revenue at all would be welcomed with open arms. For that reason I have not pushed immediate payment of the thirty dollars organizational charge. For that reason we at WYBC have reduced our rate enough to sign Commodore in the first place. There are no personal contacts involved in the Commodore account and naturally none in the Army recruiting one.

I received in this morning's mail a contract from N. W. Ayer which involves WPRU for three programs worth to you \$45 less the 15% agency commission. Those programs are to be aired 9:00-9:30 pm on May 10, 17, and 24, 1948. I have explained what to do if the transcription does not arrive in time for the first broadcast. In such a case you will mail me that very night notification that it has not arrived. Otherwise, I shall assume it has been aired and inform Ayer accordingly. I am going to sign the contract and return the copy to Ayer today. Incidentally, if your delay has cut WPRU out of the May 31st program, it is your own damn fault.

I managed to work on this over the Derby weekend, and if you cannot take enough time to dictate a damn letter during the week, frankly, Warren, there is very little I can say.



WDBS
Dartmouth

WHRV
Harvard

WYBC
Yale

WPRU
Princeton

WXPB
Pennsylvania